



CITY OF ORILLIA

Sign By-law User Guide

Signs create the visual character of a community

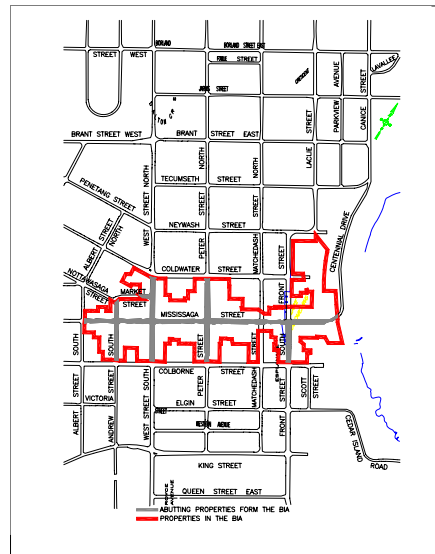
Signs are a key element of what residents and visitors see along Orillia's streets. Appropriate signage is sensitive to and reflects the character of a community. The type, number, size, location and design of area signage reinforce local activities and businesses in a compatible and positive manner. Signage can actually enhance the image of a community. However, inappropriate signage – too many, too big, in the wrong place or poor in appearance – can have the opposite effect. Inappropriate signs create visual clutter and can affect vehicle and pedestrian safety. Unsuitable signage distracts from their surroundings and contributes to a negative image for an area.

The City of Orillia encourages the growth and development of businesses by recognizing the need to advertise, yet maintain public space by regulating the number of signs as well as their size and location. Without a Sign By-Law, there would be no formal process to control signage which would allow signs to be freely erected anywhere, regardless of impact on the community from a safety or aesthetic perspective. The Sign By-Law balances the needs of the business community with the overall image of our City.

The Sign By-law regulates the many types of signs placed on properties and buildings in Orillia. Some signs are permanently located on a property or building while temporary signs are displayed for only a brief period of time. Please see the [General Provisions](#), [Exempt Signs](#), [Prohibited Signs](#) and [Additional Requirements](#) sections in the By-law as well. You can view the entire [Sign By-law](#) as well.

For detailed requirement information on the type of sign you would like to apply for, take a look at the Sign Summary.

If you are still unsure of your sign type, please call the Department of Planning and Development at 329-7258.



BOUNDARY OF DOWNTOWN IMPROVEMENT AREA (BIA)

FEES

Sign Permit Fees for Temporary and Sandwich Board signs are based on the size of the sign. A \$50.00 fee is charged for the first 3m², and \$10.00 for each additional m². The same rate applies to other signs, but a Building Permit and Building Fee is also incorporated (a minimum fee of \$75.00). To calculate that, \$8.00 is charged per every \$1,000.00 spent on the project (construction and labour). After calculating the fee based on size and the fee for construction, the greater of the two amounts is charged.

For example, a Ground Sign that costs \$10,000.00 to construct and is 5m² will be calculated as follows:

- \$70.00 fee based on the size (\$50.00 for first 3m² plus \$10.00 for each additional m²);
- \$80.00 fee based on building fee (\$8.00 per every \$1,000.00).

Therefore, the greater of the two amounts, or \$80.00, is charged. Calculations and fees are done by the City, and no payment is necessary until the permit is ready to be issued.

APPLYING FOR A SIGN PERMIT

With the application for Temporary and Sandwich Board Signs, a Site Plan of the property showing where the sign will be erected, and a drawing of the sign itself (the dimensions and what it will say) is required. For all other signs, a Building Permit must accompany the Sign Permit Application. A drawing of the sign (dimension and what it will say) is needed, as well as how it will be attached to the building or in the ground. If the Ground Sign you are applying for is over 7m high, engineered drawings are required.

Sometimes, additional approvals are required. If your proposed sign is to be erected in the Downtown Area (*note BIA Map above*) the Downtown Orillia Management Board (DOMB) will need to approve it as well as the City. If you are within 400m of any Provincial Highway Right-Of-Way, approval from the Ministry of Transportation (MTO) will also be required.

ENFORCEMENT

Enforcement of the Sign By-law is conducted through the City of Orillia Legislative Services Department, who under the authority of the Provincial Offences Act can administer notices of violation, distribute fines, and remove signage in contravention with the [Sign By-law](#).